



WDIV

ORDER

Print Date 10/31/12

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Flight Dates **10/31/12-11/06/12**

Contract / Revision **263257 /**

Original Date / Revision
10/29/12 10/29/12

Advertiser **ISS/MI GOP**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street, NW
Suite 200
Washington, DC 20007**

Primary Account Executive
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Product

MICHIGAN GOP 2012

Agency Com 15%

Billing Contact

**3299 K Street, NW
Suite 200
Washington, DC 20007**

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # **06399715**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-2

Advertiser Ref

Order Share 100% Market Value 68200

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	19	\$57,970.00	\$68,200.00	0.00	10/29/12	11/06/12	19	\$57,970.00	\$68,200.00
Totals	19	\$57,970.00	\$68,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WDIV	10/31/12	11/02/12	5-6am Local News M-F CM Local 4 News Today 5-6A	CM	5-530a (5:00 AM-5:30 AM)	-- 111--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 111--		3				\$900.00		0.00			
E 2	WDIV	11/05/12	11/06/12	5-6am Local News M-F CM Local 4 News Today 5-6A	CM	5-530a (5:00 AM-5:30 AM)	11-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	11-----		2				\$900.00		0.00			
E 3	WDIV	10/31/12	11/02/12	6-7am Local 4 News M-F CM Local 4 News Today @ 6/	CM	6A-630A (6:00 AM-6:30 AM)	-- 1-1--	:30	2	\$2,200.00	P-2	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 1-1--		2				\$2,200.00		0.00			
E 4	WDIV	10/31/12	11/02/12	6-7am Local 4 News M-F CM Local 4 News Today @ 6/	CM	630A-7A	-- 1-1--	:30	2	\$2,450.00	P-2	0.00	NM	2	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 1-1--		2				\$2,450.00		0.00			
E 5	WDIV	10/31/12	11/01/12		CM	8-9a	-- 11---	:30	2	\$2,600.00	P-2	0.00	NM	2	\$5,200.00



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Contract / Revision **263257** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **ISS/MI GOP**

Product **MICHIGAN GOP 2012**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				7-9am Today Show M-F											
				Today Show (8:00 AM-9:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 11---			2			\$2,600.00		0.00			
E 6	WDIV	11/05/12	11/06/12	7-9am Today Show M-F	CM	8-9a	11-----	:30	2	\$2,600.00	P-2	0.00	NM	2	\$5,200.00
				Today Show (8:00 AM-9:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	11-----			2			\$2,600.00		0.00			
E 7	WDIV	10/31/12	11/01/12	Ellen 10-11a M-F	CM	10-11A Ellen	-- 11---	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
				10-11AM Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 11---			2			\$3,500.00		0.00			
E 8	WDIV	10/31/12	11/02/12	M-F 430-5P Inside Edition	CM	430p-5p	-- 111--	:30	3	\$4,000.00	P-2	0.00	NM	3	\$12,000.00
				Inside Edition M-F 430-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 111--			3			\$4,000.00		0.00			
E 9	WDIV	11/04/12	11/04/12	NBC Sun Night Football	CM	815-1130p	----- 1	:30	1	\$25,000.00	P-2	0.00	NM	1	\$25,000.00
				NBC Sunday Night Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----- 1			1			\$25,000.00		0.00			
													Totals	19	\$68,200.00